

LEO BURNETT COMPANY, Inc.

Ad No. 2066 - When Horse Ropes - Photo No. 1 - Reg. No. 993,121 - 1 page - Color black - 8 1/2 x 11 1/2 in. - National Magazine, 1973 - 1A

Printed in U.S.A.

Marlboro



Marlboro Red or Longhorn 100's—
you get a lot to like.



16 mg. "tar," 1.2 mg. nicotine
av. per cigarette, FTC Report Aug. 12

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

